



# STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

## New Hampshire Liquor & Wine Outlets at Common Man Hooksett Fact Sheet

### The project

Beginning in October, construction will begin on two new state-of-the-art 20,000-square-foot NH Liquor & Wine Outlet stores along Interstate 93 North and South in Hooksett, NH. The new NH Liquor & Wine Outlet stores will anchor the Common Man Hooksett – a one-of-a-kind development of New Hampshire Welcome Centers that will be a must stop for commuters and visitors. In addition to the NH Liquor & Wine Outlets, the Common Man Hooksett will feature an active and informative visitor center, clean and well-maintained restrooms, multiple and distinct New Hampshire dining options, a New Hampshire Country Store, a bank and fueling stations.

### Customer benefits

At 20,000 s/f each, the new NH Liquor & Wine Outlets will be double the size of the existing locations. Once completed, customers will see an immediate difference thanks to numerous design improvements resulting in a more enjoyable shopping experience. Larger aisles and enhanced lighting will make it easier to navigate. Prominent displays of top selling national brands will make shopping more efficient. Spirit selections will increase by 50% and wine offerings will increase 75% introducing customers to the hottest new brands and more exclusive finds.

### Convenience

The existing highway NH Liquor & Wine Outlets (Stores #66 & #67) will remain open during the construction process. Despite the on-site activity, visitors will be able to easily navigate their way to our stores so they can stock up and save on the lowest wine and spirit prices in America. Access to restrooms will also be available.

### Project Benefits

In Fiscal Year 2013 sales at NH Liquor & Wine Outlet stores #66 & #67 were approximately \$34.5 million. The New Hampshire Liquor Commission (NHLC) projects up to \$6 million in sales increases between the two locations following the design improvements.

Revenues from New Hampshire Liquor & Wine Outlets are used to fund programs including education, health and social services, transportation and natural resource protection through New Hampshire's General Fund. NHLC had its best sales year ever in fiscal year 2013, generating \$603.5 million in total sales, an increase of \$38.9 million – or 6.9% over the previous fiscal year. The total liquor revenues contributed to New Hampshire's General Fund reached \$145.6 million in FY 2013.

### About the New Hampshire Liquor Commission

The NHLC operates retail locations throughout the Granite State and serves more than 9 million customers each year. Visit [www.LiquorandWineOutlets.com](http://www.LiquorandWineOutlets.com) to locate a store, search for product availability, learn about monthly sales, review wine tasting schedules, and sign up to receive significant savings with monthly Email Extras. More than \$2 billion in net profits has been raised since the first store opened in 1934. NHLC is expecting to net an additional \$1 billion for the state in the next eight years.